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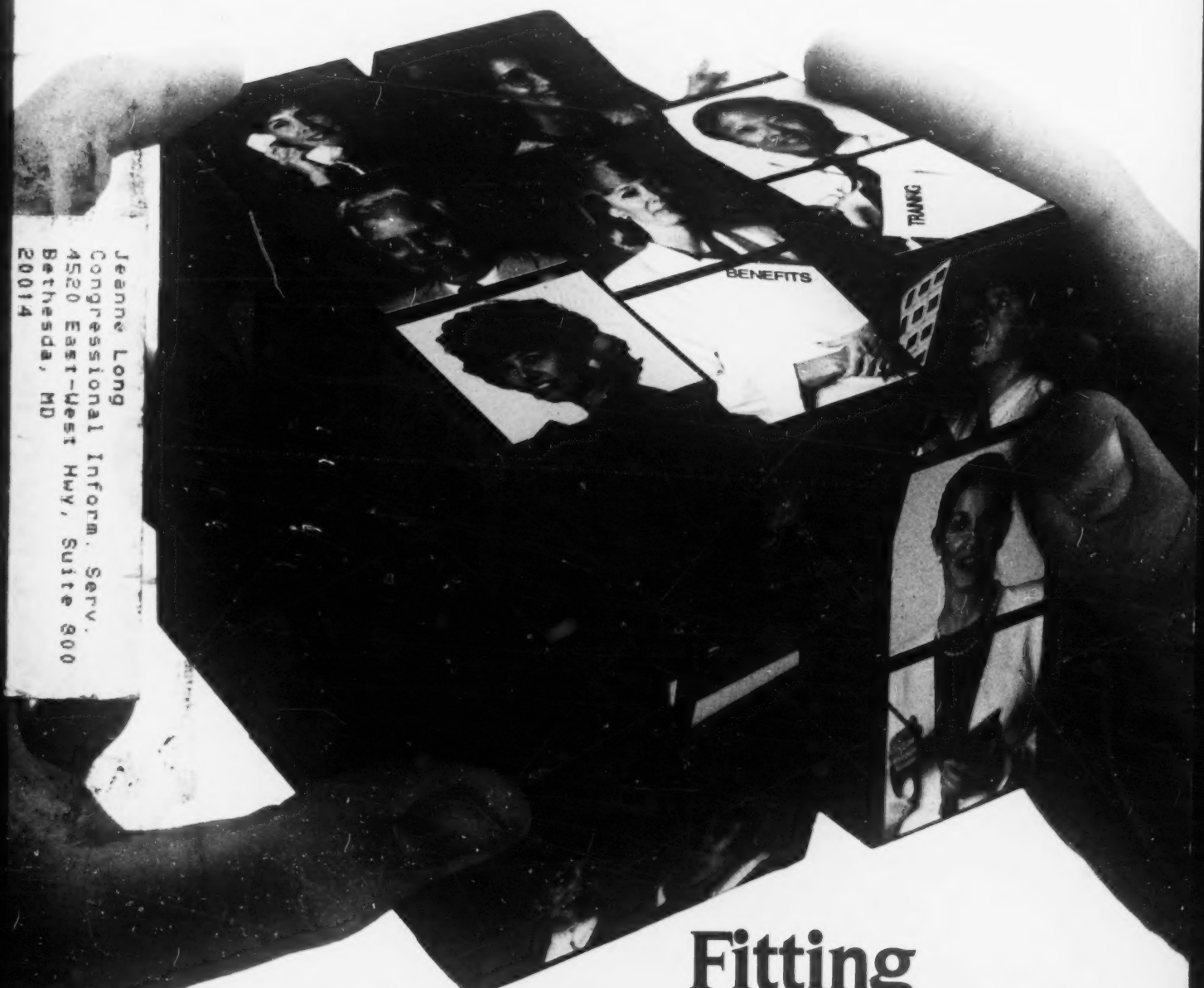
September 1989

Sunday Magazines Fight an Uphill Battle

presstime

The Journal of the American Newspaper Publishers Association



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Fitting The Workforce Into New Structure

CHAIRMAN'S CORNER

Funds needed to sustain Foundation's minority programs

Because of the important role ANPA Foundation continues to play in encouraging a racially and culturally diverse newspaper workforce, I invited Foundation Chairman Donald E. Newhouse, president and general manager of The Star-Ledger in Newark, to be guest columnist this month.

—ANPA Chairman William H. Cowles 3rd

The faces of North America's workforce and of our newspapers are changing.

An excellent report of the Task Force on Minorities in the Newspaper Business, "Cornerstone for Growth: How Minorities Are Vital to the Future of Newspapers," tells us that by 2000—just over 10 years from now—85 percent of the people entering the workforce will be women and minorities.

Newspaper publishers, the report correctly says, must focus on the most dynamic segments of their local communities—minorities—as a cornerstone for future success.

Donald E. Newhouse

Helping newspapers focus on minorities as employees, readers and advertisers has been a major concern of ANPA Foundation for the past five years. Through job fairs, advisory services, fellowships, publications, youth-outreach projects and other important activities, the Foundation's minority affairs program has shown successes that will become more and more evident.

But our Foundation needs your *sustained* help if it is to continue the important task of furthering workforce diversity.

In July, Sandra Hardy, immediate past chairman of the Foundation, and I sent you a detailed report of the Foundation's proposed programs and activities through 1994. Included in the materials we sent was a plea for financial support. Obviously, this is not something we do lightly or often; in fact, this project is the *only* one for which we seek special funding.

Our letter told you the details. The funds pledged from your original donations provided $135,000 per year for our Foundation's excellent 1986-1990 minority efforts. For the past two years, however, that sum has represented only one-third of the total spent by the Foundation in its efforts to help you enhance workforce diversity. We invest $360,000 a year on our minority affairs programs alone.

To continue these vital efforts at the current pace, the Foundation is embarked on a campaign seeking $2 million for the next five years.

Newspapers have a special leadership role in enhancing opportunities for minorities. We do so because it is the right thing to do, and because it also is good business to have employees from diverse backgrounds help us better cover and serve our complex communities.

We hope you will be supportive of another five years of Foundation work in this arena. ANPA Foundation—and through it, our industry—depend on your sustained commitment. Please send me your pledge.

Donald E. Newhouse
ANPA Foundation Chairman

ANPA

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Special Report *Sweeping changes in the last two decades have transformed the industry from one top-heavy with people operating big machines to one staffed largely by white-collar and clerical employees. Computers now dominate the news, advertising and circulation departments, and they soon may take over the complete production process. The changing role of workers in other departments is no less startling. And it is clear that as the industry girds for the competitive challenges of the 1990s, there will have to be further adjustments to organizational structures.* **18**

Ads elude Sunday magazines *Attractive to readers but shunned by advertisers, some local publications succumb. Others try new formulas.* **6**

Check it out *When it comes to extending credit, newspapers can either run credit checks or run the risk of accepting advertisers with checkered histories.* **12**

Up-front ads *Only a few newspapers run ads on their front pages, and some say those that don't are missing out on a reader service and new revenue.* **14**

Beat it! *As they seek to cater to readers' interests in specialized subjects, newspapers are establishing news beats in unprecedented areas.* **24**

Taking the high road *Journalism students want tools to work through moral dilemmas, and professors are responding with more ethics training.* **30**

Profile: Caroline John *Undeterred by an initial rebuff, this determined Cox executive has seen the newspaper business from many sides.* **34**

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Lesson plans *Forty-two seminars and workshops sponsored by ANPA and ANPA Foundation have been announced for 1990. Here's a preview.* **53**

Long-distance repairs *Remote diagnostic services are used for a variety of electronic systems, saving time and money.* **62**

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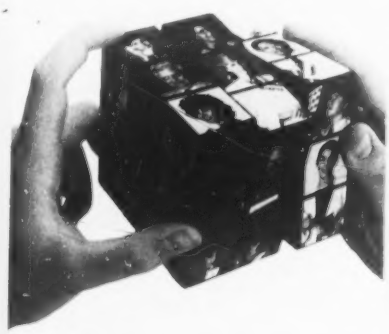

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Consumption is down for 6-month period

Newsprint consumption by all U.S. users totaled 993,376 metric tons in June, a decrease of 0.4 percent from the June 1988 figure of 997,085 metric tons, according to preliminary estimates.

For the first six months of 1989, consumption was down 0.2 percent.

U.S. daily newspapers in June used 748,763 metric tons of newsprint, 0.2 percent more than the 747,593 metric tons they used a year earlier. However, for the first half of 1989, their consumption decreased 0.7 percent.

Newsprint inventories for newspapers in ANPA's statistical sample averaged a 44-day supply in June, compared with a 52-day supply in June 1988. Stocks of North American newsprint mills increased 31 percent.

Canadian newsprint mills operated at 95 percent of rated capacity in June and at 96 percent for the year to date. U.S. mills operated at 96.7 percent and 96.3 percent of capacity, respectively.

Estimated consumption of all U.S. daily newspapers[1]

Region	May 1989(r)	May 1988	% Change
Northeast	192,463	208,434	-7.7
North Central	167,342	168,337	-0.6
South	246,236	245,366	+0.4
West	182,175	180,949	+0.7
Circulation Size			
up to 25,000	59,173	60,485	-2.2
25,001-100,000	172,528	169,376	+1.9
Over 100,000	556,515	573,225	-2.9
May totals	788,216	803,086	-1.9
Five-month totals	3,798,197	3,829,457	-0.8
Region	**June 1989(p)**	**June 1988**	**% Change**
Northeast	184,148	194,233	-5.2
North Central	159,509	160,293	-0.5
South	233,998	221,335	+5.7
West	171,108	171,732	-0.4
Circulation Size			
up to 25,000	55,105	53,856	+2.3
25,001-100,000	164,469	161,284	+2.0
Over 100,000	529,189	532,453	-0.6
June totals	748,763	747,593	+0.2
Six-month totals	4,546,960	4,577,050	-0.7

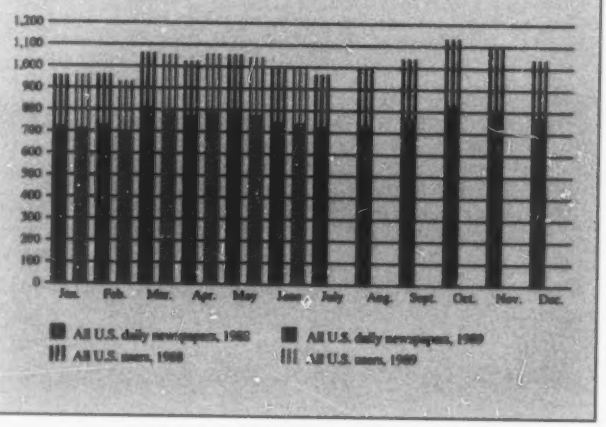
Estimated consumption of all U.S. users

	1989	1988	% Change
April totals	1,058,510(r)	1,023,484	+3.4(r)
May totals	1,043,383(r)	1,058,414	-1.4(r)
June totals	993,376(p)	997,085	-0.4(p)
Six-month totals	6,046,915(p)	6,059,739	-0.2(p)

Production

	Canada	U.S.A.	North America
June 1989	799,679	451,697	1,251,376
June 1988	798,564	444,799	1,243,363
Increase	+1,115	+6,898	+8,013
	+0.1%	+1.6%	+0.6%
Six months 1989	4,885,720	2,690,297	7,576,017
Six months 1988	4,995,455	2,711,027	7,706,482
Decrease	-109,735	-20,730	-130,465
	-2.2%	-0.8%	-1.7%

Estimated newsprint consumption, 1988-1989 (thousands of metric tons)



Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
June 1989	573,482	96,480	150,868	820,830
June 1988	590,434	103,013	157,469	850,916
Six months 1989	3,360,847	580,521	822,531	4,763,899
Six months 1988	3,519,347	608,531	746,080	4,873,958
Increase or decrease	-158,500	-28,010	+76,451	-110,059
	-4.5%	-4.6%	+10.2%	-2.3%
From U.S. mills				
June 1989	407,162		44,622	451,784
June 1988	421,127		27,500	448,627
Six months 1989	2,422,660		243,268	2,665,928
Six months 1988	2,536,033		151,756	2,687,789
Increase or decrease	-113,373		+91,512	-21,861
	-4.5%		+60.3%	-0.8%
From North American mills				
June 1989	980,644	96,480	195,490	1,272,614
June 1988	1,011,561	103,013	184,969	1,299,543
Six months 1989	5,783,507	580,521	1,065,799	7,429,827
Six months 1988	6,055,380	608,531	897,836	7,561,747
Increase or decrease	-271,873	-28,010	+167,963	-131,920
	-4.5%	-4.6%	+18.7%	-1.7%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
April 1989	850,029	36	5
April 1988	971,780	40	6
May 1989	837,457(r)	36	5
May 1988	951,494	40	6
June 1989	831,473(p)	39(p)	5(p)
June 1988	989,453	45	7
Canadian mills			
June 1989	412,309	—	—
June 1988	310,592	—	—
U.S. mills			
June 1989	72,462	—	—
June 1988	59,369	—	—

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

NOTE

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